FSC-167-A	10/7/96
SUBJECT: First Quarter 1997 Workplan	

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Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244	RSM	RBM	

Attached is the first quarter 1997 workplan. Allocations will be available for viewing on October 7 via the BPE System. Our key objectives for the first quarter of 1997 and throughout 1997 are to effectively execute our:

- Pack/Carton Promotions
- Wholesale and Retail Partners Programs
- Pricing Programs
  - Full-Price - Price Gap Management
  - Savings Ceiling Strategy
  - SALEM Matching Strategy

IMPORTANT: To ensure we meet our quarterly volume objectives for 1997, it is critical we effectively execute our promotions within the designated drive periods. All promotions (premium and BSGSF) will be made available for arrival at direct accounts four weeks prior to DTS. Where a four week lead time is necessary to ensure timely execution, it is the responsibility of those calling on the direct account to ensure our promotions are ordered and received on a timely basis.

This document is designed to streamline and minimize reformatting at the ROU level. It is strongly recommended that the Selling/Execution Section, especially the brand objectives/ strategies section, be sent to and reviewed with Sales and Retail Reps in its entirety. It is important that the user groups know the why of our programs.

A first quarter brochure illustrating promotion packing instructions for our Wholesale Partners will be mailed to each ROU the week of October 21 based upon your requested allocations.

All workplan materials should be treated as confidential.

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Steven O'Leary, extension #3466
Savings - Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

Attachments

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